

1. PHONE SCRIPT INTO PRESENTATION

Hey, _____

Hi, this is _____, I was calling about your mortgage protection on your home, it's for the property _____(address), is that correct?

Ok, I'm the medical underwriter assigned to your case. We are doing everything virtually, so it only takes about 5 minutes. Go ahead and grab a pen and paper. I'll wait...

Go ahead and write down my information:

- My name is _____
- My license number with the state is _____. With that number you are able to go to the department of insurance website and type it in to find me. That way you know who I am. The state requires me to leave that with you for your records.

2. POWER QUESTIONS

- Have you ever had mortgage protection in the past?
- Are you familiar with how it works? Great so the first way that it protects you is what most people think of. In the event that you pass, this will provide the money to cover the full or partial mortgage balance for your beneficiary. Some families like to just to protect the equity built in rather than cover the full balance so that's an option as well.
- The second way that this protection works is that it will protect you while you are living. In the event that you become ill or injured such as terminal cancer or major heart attack, you can access this money while you are living to help with the additional bills. These are called living benefits. Does that make sense?
- Will this coverage be just for you or a spouse as well?
- Have you been trying to get this setup for awhile now or am I the first one you've been able to talk to?
- Now before we get started is there anyone else that needs to be involved in this process or will you be making the final decision yourself?

3. EXPLAIN THE PROCESS

So the process is super simple. Everything is based on age and health, so I go through a couple of broad medical questions and that lets me know which company will most likely approve you. We will be looking at companies like Mutual of Omaha, Americo, Aflac, Aetna. Have you heard of a few of those?

Awesome, once we have some options, we will see who is offering you the best price and then we will fill out an application to make sure you qualify.

Now, once we find a coverage amount and a price that makes you happy, is there any reason you wouldn't want to see if you qualify today?

Perfect, let's hop into the medical questions

4. INVENTORY SHEET

Are you a smoker? What is your age as of today? What was your height and weight last time you checked?

Medical Conditions: (Heart Attack, Stroke, Cancer) (Stints, Diabetes, Neuropathy) (High Blood Pressure, Kidney or Liver Disease, Congestive Heart Failure) (Alzheimer's, Dementia, Anxiety or Depression)?

Now, ____ (name), I don't want to make you do medical exams, blood work, urine samples, so what they will do instead is add your social to your application to look at your medical records to get you a decision today. Is there anything else you can think of that might pop up on your records that we didn't go over?

CLIENT INFO:

- Are you working full time or retired? Is that deposited into a bank account like most people or a direct express card?
- Just a ballpark, what would you say is your approximate monthly income?
- Perfect, and is that also your household income? If not, what is your household income?
- Any dependents reliant on your income?
- Any other large expenses? Car payments, credit cards?

HOME INFO:

- How much is left on the loan?
- How many years do you have left until the loan is paid off?
- Monthly mortgage payment including taxes and insurance?
- Do you know the value of your home today?
- Plan to sell and relocate eventually or is this your forever home?

OTHER INFO:

- How much life insurance do you have to supplement paying down your mortgage balance if something were to happen to you unexpectedly?
- Anything else that would offset the cost of the mortgage? 401k? IRA? Savings?

5. FIND WHY & PAINT THE PICTURE

Now people typically fill this out for 1 of 3 reasons:

1. To cover large loans like your mortgage
2. For legacy purposes or income replace
3. Or to pay off other debt

What were your main concerns?

Who will be responsible for taking care of the mortgage when something happens to you?

Ok, so it sounds like to me the reason you filled this out was because the last thing you would want is something to happen to you and then _____(beneficiary) have to figure out how to take care of things out of pocket.

7. PICK A PRODUCT

This type of coverage is called _____. (Choose the coverage type below and read.)

Alright, So I have put your information into the system and we have some options here. This type of coverage is called _____.

(Choose the coverage type below and read.)

Whole Life (Equity Protection)

Equity protection is a plan that lasts your whole life. Once you qualify the price is locked in so it never increases. The equity protection program will give (beneficiary) anywhere from 6 months to ____ years of payment protection where they are not responsible for the mortgage payment. This will help (beneficiary) with the transition from losing you and your income and give them time to make the decision on the next steps. Our goal is to protect (beneficiary) and make sure the (\$ equity amount) you have in equity isn't lost. Are you aware of what happens to that (\$ equity amount) and the home if the mortgage payment isn't made? Right. The bank would take your home from your family and give you nothing for it.

Term

This is a program that has a term length for _____. It will go with the length of your mortgage loan until it's paid off. This protection will ensure that you and your family will never lose your home over the next _____ (loan length). With this plan you get a lot more coverage for a much cheaper price. Now the cool thing about this plan is if we are able to get you approved for it, it locks in your rates. So you don't have to worry about the price going up every 5 years. It will stay the exact same the entire time. Does that make sense?

Cash Back Term

A cash back mortgage protection comes with a 100% guarantee. It lasts for ___ years. Now during that time, if anything happens to you, it pays out to your family. If nothing happens to you, and you outlive the policy, they return 100% of every dollar you ever spent on it.

This protection is a win win and there is no way to lose. At the end of ___ years, the insurance company sends you a tax free check with all the premiums you've put into the policy, hence the name "cash back". Does that make sense?

IUL:

An IUL is an indexed universal life policy. Now the reason it's so popular is because the way it works is kinda like a savings account. So any money you ever spend on this program is still your money. It grows with a cash value. So 5, 10 years from now if you have an emergency and you need to tap into the account you have the option to do that.

Once you qualify, you are locked in for the duration of your life. After your loan is paid off, most people will keep the insurance and use the money as a legacy for their family.

Payment Protector/ Payment Protection Continuation:

This protection is going to match side by side with your loan as it continues to go down. In the event of death or disability, you are able to take out the full lump sum and pay the mortgage in full or you can elect them to send monthly checks to pay monthly.

-Continuation: Now once your mortgage is paid off, your policy will convert to a whole life policy of 10% which will be _____. This will allow you to keep cheap coverage without having to re qualify for it at a way older age.

PITCH & PICK:

Go ahead and write down:

- Coverage Amount 1
- Coverage Amount 2
- Coverage Amount 3

(Coverage amount 1)

Now this option maxes out your coverage. It takes care of all the major mortgage bills and leaves money behind for legacy or unexpected bills. This plan is great for locking in the most coverage for the most affordable price.

Obviously it's very tough to go from 2 incomes to 1. And It's impossible to go from 1 income to none. So this will give ___ the ability to continue their standard of living until they figure out the next steps. Most families go with this option if they're really good at saving money.

This option is going to be setting aside ____ a month (**price**), which is ____ per week.

(Coverage amount 2)

Now this is one of the most popular plans. This is for people who want to take care of their mortgage but are on a more strict budget. This has the availability to cover ____ and will also have enough to supplement your income replacement.

This option is going to be setting aside ____ a month (**price**), which is ____ per week.

(Coverage amount 3)

Lastly, this is the starter program. This was built for people on fixed incomes. It was created because they knew it was affordable for everyone and they wanted to make sure that bare minimum we had coverage weren't being irresponsible, This plan allows homeowners to get started with mortgage protection and gives them the ability to upgrade later on. So this plan here will just cover ____.

This option is going to be setting aside ____ a month (**price**), which is ____ per week.

9. THE CLOSE

Now, like I said before. Unfortunately, I don't make the final decision. The insurance company does that. So we still have to submit your application to see if you can even qualify for this. But if you are able to qualify, would you want to leave your family with ____ or ____?

Ok, I'll try my best to get you approved. The application only takes about 5 minutes and we will know immediately if you're approved or not.

And just to explain to you how the application process works, we will enter your basic demographics: Name, height and weight, contact information, all that good stuff. We will select your beneficiary which is who the money will go to if anything happens to you. And since there are no medical exams required, they will ask for your social security number to verify your identity and check your medical records to make their decision. And lastly we will select your payment method which will be whatever bank routing and account number you'd like to use and of course nothing is due today. You don't pay for it until the policy actually starts if we can get you approved.

So I'll pull that up now, go ahead and spell your first name for me.... (BE CONFIDENT)

10. E-APP PIT STOPS

Social Security Number:

So I am going to put you through the verification process so just be honest with me for these questions.

- Are you a US citizen?
- What state were you born in?
- And like I said you don't have to do any medical exams or bloodwork, they will use your social to verify your medical background. So go ahead with your social.

Effective Date:

- Perfect, so the way this works is the 1st payment will come out within 1-3 business days so that you're immediately protected and don't have to worry about anything. Will the (price) be in your account for the coverage to start for you immediately?
- (If not, proceed to find out their pay schedule and a day that works for them. Sooner the better)

Banking:

Everything is looking good so far on your application. They did pre approve you so that is good news!

- Who do you bank with?
- Was that opened out here in ____ (state)
- (Google routing number, DO NOT ASK)
- Ok and of course all the banks are partnered with the insurance companies. So I will verify that when you're ready. Go ahead and grab a blank check or a bank statement.
- I have the routing number as _____. Is that correct?
- Ok, and go ahead with the account number.

11. CEMENT THE SALE

Okay, everything looks great on your application. Now, I haven't submitted this yet. Before I do, I want you to know that I take my job very serious and they grade me on my quality. My intentions today were to find an affordable plan that you could maintain into the future so that when the time comes, your family will be taken care of. So just to confirm you do fully understand what we went over today, which is (coverage amount) of coverage for (price) per month, correct?

And that's going to be something you're able to maintain each month moving forward, correct? Perfect and again the first payment will be starting on (effective date).

So (Client Name) do I have your permission to submit this? Perfect.

Approved:

Congratulations, it does look like you have been approved! Now, grab that pen and paper, I want you to write a few things down. I come along with the policy so make sure you save my number and give it to (Beneficiary) so that they can call me if anything ever happens or if you simply need to make any changes with your policy.

- My direct line is _____.
- Carrier Name
- Coverage Amount
- Type Of Coverage

- Monthly Price
- Policy Number

Now you might still receive some calls because you haven't been checked off of our system yet. I'm closing your file now, but it won't register automatically. I should be the only one calling you about your policy, nobody else. So, if someone reaches out, shoot me a call first before giving them personal information.

Also____ I just want to make sure you are not going to cancel your policy just because it's not only going to affect you, but it's going to affect your family, as well as affect me because I am the representative that helped you. Do you foresee yourself cancelling or not making your payments?

If anything financially changes and you aren't sure you can afford it call me first and we can discuss your options.

Your policy paperwork will come in the mail within roughly 10-15 business days. Call me if you need anything at all. Any questions at all? Have a great day.